

SPORTS

Sentient Jet bets on Nyquist's talent with Preakness sponsorship

May 20, 2016



Nyquist at the Kentucky Derby

By STAFF REPORTS

Private aviation firm Sentient Jets is sponsoring Kentucky Derby winner Nyquist for the 141st Preakness Stakes on May 21.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

The horse, which won the 2015 Sentient Jet Breeders' Cup Juvenile, is one third of the way toward a Triple Crown, awarded to a three-year-old Thoroughbred that wins the Kentucky Derby, Preakness Stakes and Belmont Stakes. With the horseracing world watching Nyquist closely to see if the competitor can achieve the feat, Sentient Jet's sponsorship will put its brand in front of many affluent eyes.

On track

Sentient also sponsored Nyquist's Derby run on May 7, where the undefeated favorite came out the winner. When accepting the cup, members of the horse's team wore baseball hats bearing the Sentient Jet logo, putting the brand in front of not only the 167,000 attendees gathered at Churchill Downs, but the 15.5 million watching the televised event.

If Nyquist continues his winning streak, it is likely this large turnout and viewership will continue.

"We have been believers in Nyquist ever since the Sentient Breeders' Cup Juvenile, and were honored to support him on his road to a Derby win," said Andrew Collins, president and CEO of Sentient Jet, in a brand statement. "He is an incredible talent and we look forward to supporting his continued success at the Preakness Stakes."

Sentient Jet has a relationship with horseracing that extends beyond its sponsorship of Nyquist. The aviation company has served as the sponsor and official private jet partner of the Breeder's Cup and has also sponsored the Breeder's Cup Juvenile.

Interest in horseracing has swelled due to the success of Triple Crown winner American Pharoah, who won the sport's first Grand Slam title on Oct. 31.

A Grand Slam title is a new pinnacle for the sport of horseracing and denotes winning all three races in the Triple Crown series as well as the Breeders' Cup Classic, the most competitive race in North America. The interest in American Pharoah has propelled horseracing into popular conversation and has immense financial ramifications on the sport ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.